

Organization Name: Billings Chamber/Convention & Visitors Bureau

Project Name: Advertising; Leisure, Meeting and Convention, Co-Op Leisure, Meeting and Convention Joint Venture (FY 12-13)

Application Completed By: Alex Tyson

**Approval Requested:**

☒ Final (Agency Retainer, Print and Online ad placement)

☒ Preliminary (Leisure, M & C, Co-Op Advertising, & Joint Venture)

**Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.**

The Billings Chamber/CVB Board and staff have identified advertising as a key component to the success of Billings as a destination. Advertising efforts will revolve around campaigns that focus on leisure travel and Co-Op leisure advertising opportunities. Other target markets for FY 2012-2013 will include meeting/ convention recruitment and meeting/convention joint venture prospects.

**Leisure Advertising:** The Billings CVB is allocating approximately 25% of the total budget toward leisure promotion this fiscal year. This category encompasses our plans to advertise in the Southeast Montana guide, our 2/4 Wheel promotional efforts as well as our plans to make national out of home advertising placements that integrate with MTOT's strategy in the geographic markets of Seattle, Salt Lake City, Minneapolis and Chicago. Our advertisement in the Southeast Montana guide will highlight Billings to Southeast Montana visitors. The advertisement will align with our national and regional advertising campaigns. Due to the success of the 2/4 Wheel marketing campaign in FY 2011-2012, the Billings CVB plans to continue this project in FY 2012-2013. As stated in the 2012-2013 Billings CVB Marketing Plan, the 2/4 wheel market is important to the overall success of the local tourism industry. The campaign that focuses on the riding and driving in the region that was developed in 2011-2012 will be expanded and refreshed to make it relevant to 2012-2013 tourism trends within this market. The campaign will focus on both leisure recruitment and group/event recruitment. To best leverage Montana's national presence, the Billings CVB will work with MTOT and other regions/CVB's to further the effort being made in the target cities noted above.

**Meeting and Convention Advertising:** As stated in the 2012-2013 Billings CVB Marketing Plan, meeting and convention recruitment is a primary objective. Opportunities for advertising and sponsorship will be secured that coincide with our tradeshow attendance. If print advertisements are used, they will be placed in industry publications or specific tradeshow newsletters and magazines.

**MTOT, Southeast Montana Tourism, Regions/CVB Co-op Advertising:** It is important to leverage marketing/advertising dollars with MTOT and other lodging tax entities. The Billings CVB will support entities with common interests in promoting tourism within Montana and/or southeast Montana.

**Agency Retainer:** The Billings CVB will utilize its agency of record, AD Creative Group, for professional services related to advertising and marketing. The services procured under the monthly retainer include ad production, creative development, copy writing, media buying/coordination, advertisement report compilation, social media content generation and miscellaneous agency services.

**Meetings and Conventions Joint Venture Advertising:** During the 2012 Montana Governor's Conference on Tourism and Recreation Statewide TBID Meeting, several tourism representatives from throughout the state expressed interest in combining efforts to promote the state of Montana as a destination for meetings and conventions. While this campaign is still in the discussion phase, the Billings CVB is prepared, through this line item, to support joint venture meeting and convention advertising that results from this discussion.

2012-2013 advertising will consist of components that include, but are not limited to print, radio, online, television, e-publications, social media and billboards.

Advertising developed will be provided by the Billings Chamber/CVB advertising agency of record: AD Creative Group.

**Include the objectives from the narrative portion of your marketing plan that support this project.**

1. Book eight citywide conventions/meetings in Billings.
2. Generate 11,000 room nights for the lodging facilities of Billings.
3. Book a total of 27 groups (including citywide and sports) resulting in 21,000 room nights.
4. Increase room demand by 3% over FY 11-12.
5. Increase unique visits to [www.VisitBillings.com](http://www.VisitBillings.com) over FY 11-12
6. Brand building and identity recognition for Billings, Montana's Trailhead

**Identify the portions of your marketing plan, which support this project:**

Billings CVB energies will focus on strategic goals that utilize the city and the state's assets of scenic beauty, geography, developed attractions, quality air services, convention and room night capacity and historical importance to grow local tourism and the area economy. These efforts support all aspects of the marketing plan.

**How does this project support the Strategic Plan?**

**Goal 1:** Increase four-season tourism revenues state-wide through effective marketing and promotions, focusing on high-value, low-impact visitors

- **1.1:** Implement highly targeted consumer advertising and promotion campaigns, based on strategic marketing plans and track/report results.
- **1.2:** Promote Montana to target groups/events, emphasizing off-peak season activities.
- **1.3:** Collaborate with tourism marketing partners to plan/implement priority marketing efforts.

**Goal 4:** Enhance and preserve Montana's culture and history (historic sites, museums, art, music, etc.)

- **4.1:** Promote Montana's existing historic and cultural assets for the enjoyment of residents and visitors.

**Goal 9:** Increase funding to maintain sustainable tourism and recreation.

- **9.2:** Foster opportunities to pool public and private marketing dollars
- **9.3:** Enhance funding for region and CVB marketing efforts

**Detail pages attached:** Yes

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	State Tourism Funds	Other Funds	Total
Leisure Advertising	\$35,500	\$215,000	\$250,500
Meeting and Convention Advertising	\$40,000	\$1,000	\$41,000
Co-Op Leisure Advertising	\$25,000	\$0	\$25,000
Agency Retainer	\$36,000	\$0	\$36,000
Meetings and Conventions Joint Venture	\$28,500	\$0	\$28,500
<b>Project Total</b>	<b>\$165,000</b>	<b>\$216,000</b>	<b>\$381,000</b>

**Print Advertising**

Travel Planners/Guidebooks: MTOT, ND, SD, WY, Rapid City, Red Lodge, Southeast Montana

Thunder Press

Quick Throttle

Soundrider

American Motorcycle Association

Discover America

American Cowboy

TrueWest

USA Today Season Travel Guides

Sports Leisure

Sports Event Magazine

AAA Magazine

VIA

PNW Sports

SmartMeetings

National Geographic Traveler

Meetings Focus West

Conference Direct Meetings Mentor

Northern Rockies Rider

Budget Travel (print and online)

Sunset Magazine (print and online)

The Group Travel Leader

Western Living Magazine (Canadian publication)

Small Market Meetings  
Meetings Focus  
The Drill – Dickinson  
The Bakken Explorers  
Petroleum News – Bakken  
The Explorers  
Bakken Oil and Gas Directory  
Dakota Business Magazine  
Business in Calgary  
Sports Events  
Seattle Business  
Potato Grower Magazine  
Corn and Soybean Digest  
American Libraries Magazine  
National Gardening Association  
Sports Planning Guide and Directory  
Special Events Magazine  
BizBash  
Meetings and Conventions  
Successful Meetings  
Association News  
Sports Travel  
The Group Travel Leader,  
Bank Travel Management and  
Going On Faith  
Montana Energy Review  
Sports Destination Magazine

*Print and online (where applicable) for the following additional publications:*

**Rocky Mountain Chapter - Meeting Professionals International  
Cvent**

**Alaska Airlines**

**Horizon Air**

**American Marketing Association (AMA)**

- **Marketing Management**
- **Marketing News Journal**
- **B2B Marketing E-newsletter**

#### **Southeast Montana Tourism Ad**

Billings CVB will place a full page full color ad in the Southeast Montana Tourism Guidebook.

Publication: Southeast Montana Tourism Guidebook

Issue: Annual

Size of Ad: Full Page

Color: Full

-For online advertising and e-marketing, the Billings CVB will be posting creative within the online presence of the publications mentioned above as well as placing Google advertisements and Facebook advertisements.

-Billboard locations in the target markets of Seattle, Salt Lake City, Minneapolis and Chicago will be selected and placed to coincide directly with placements made by MTOT as well as other regions and CVB's.

-Meeting and Conventions advertisements and sponsorships may include but are not limited to: sponsorship of convention lanyards, advertisements in tradeshow newsletters and e-publications such as Conference Direct Meetings Mentor, publications by Collinson Publishing, as well as meeting planner publications such as SmartMeetings Magazine/e-newsletters.